

國 立 清 華 大 學 命 題 紙

九十二學年度 工業工程與工程管理學 系(所) 工程管理組 一般生 組碩士班研究生招生考試

科目 管理學 科號 2001 共 一 頁第 一 頁 \*請在試卷【答案卷】內作答

以下以中英文作答皆可

- 1) (10%) What is management? Differentiate between Engineering management and General Management.
- 2) (10%) Itemize no more than 10 items which you think are the essential characteristics or skills (成功管理者的特質或技能) of a successful manager. Define those characteristics and explain why those are the most important characteristics/skills.
- 3) (15%) Continue on previous question. Give a candid assessment of your own characteristics against the essential manager's characteristics/skills you identified in the previous question. Identify your personal strengths and weakness. What do you think about your potential in becoming a successful manager in the future? What actions will you take to enhance your characteristics/skills.
- 4) (5%) What are the management functions? Explain each of them.
- 5) (10%) Define or explain the meanings of these terms: Productivity, Efficiency, and Effectiveness. How do you differentiate them? Give an example of being efficient but not effective and another example of being effective but not efficient.
- 6) (50%) Please read all the questions below and then select a firm in your favorite industry as an example in your answer. It's preferable to use the same firm for all the questions (5% for each question):
  - A. What is the main business of the firm? What are the primary social responsibilities of the firm?
  - B. What are the appropriate indicators of the competitiveness of the firm in the industry?
  - C. What are the key resources/capabilities of the firms?
  - D. What are the key environmental factors that influence the firm's survival and growth?
  - E. How these factors influence the firm's survival and growth?
  - F. What kinds of organization structure you observe are at work in the firm's main business?
  - G. Does the structure relate to the items in some the above questions (you may choose two items to illustrate)?
  - H. Describe the firm's ownership.
  - I. Does the ownership relate to the items in the above questions (you may choose two items to illustrate)?
  - J. Why this firm exists (from a theoretical viewpoint)?